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NEWS RELEASE

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Spirit of 76 Team kicks-off Vision Process

*Declares People of Branson will write the Script for
Branson's Future*

From the stage of Clay Cooper Theater on Tuesday afternoon, the spotlight shone on Branson's historic Highway 76 Corridor as a team of engineers, architects and redevelopment specialists, known as the Spirit of 76 Team briefed community leaders on the vision and process for a revitalized Highway 76. The approximately \$80 million, 6 year, 5 mile long project will fundamentally transform America's Entertainment Highway into an efficient, attractive, multi-modal corridor that will enhance the retail and entertainment venues along Highway 76, promote private investment and efficiently move travelers to their destinations beyond the corridor.

Mayor Raeanne Presley said, "I am proud of the Board of Aldermen for making the decision to look to Branson's future and for committing to maintain and enhance Branson as one of America's top entertainment and recreation venues. Over the past few months I have been impressed by, not only the Spirit of 76 Team's experience and expertise, but by their commitment to reach out to the citizens, tourists and business owners in Branson so that the citizens and visitors to Branson can define its future."

The Spirit of 76 Team described and showed renderings of a corridor that will have attractive promenades, lighting, streetscaping, landscaping, gathering points, crossings and trolley stops. "The improved pedestrian boulevard is a spark, to encourage more reinvestment in our community," said Mayor Presley. Businesses on Highway 76 will benefit as the corridor is enhanced to preserve the best of what Branson is and removes the inefficient and the less attractive elements, such as utility lines and poles. The end result will allow visitors to quickly find their destinations and alternately increase their stay time in the businesses along the corridor.

Sabin Yanez, the lead project manager said, "Successful projects start with listening and seeking input and creating avenues for that input. So far we've learned that the leadership

wants to enhance the positive energy that already exists on parts of the corridor and extend it throughout the corridor and throughout the day; they want to preserve the unique character of the corridor while removing that which detracts from the joy of being in Branson. We intend to do just that.”

The Spirit of 76 Team described a combination of active and passive communication strategies to: 1) gain input from a wide array of Branson citizens and visitors and, 2) keep the leadership and citizens informed of progress. The team unveiled their web-site www.bransonspiritof76.com and an interactive web-based tool known as MindMixer which enables anyone at a computer to provide input to the design team on all or various elements of the revitalization plan.

Sabin Yanez said, “I’ve walked big parts of this corridor and I’ve spoken with dozens of business owners, and while we’ve already begun some concepts, I am very excited about meeting more people and getting their input and then applying that input into a design”.

Branson Alderman Rick Todd, stated, “The Board has a responsibility for oversight and for providing input to the Design Team. The first thing we said was, make sure you get broad input from the citizens, the tourists and especially those entrepreneurs along the corridor. If this team designs and executes with as much energy and skill as they have put into gathering input, then I am very excited to see the vision of the people and the product of this team’s work.”

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